

Amendments to the Specification:

Please replace the abstract with the following amended abstract:

A first sales pitch appropriate for a particular telephone caller of a telephone call center may be selected by receiving a call from a caller to the telephone call center, accessing information about the caller including an indication of past misbehavior or a sales pitch preference of the caller that includes a preference not to receive one or more undesired sales pitches ~~or an indication of past misbehavior~~, and automatically selecting the first sales pitch based upon the sales pitch preference of the caller, for example, if there is no indication of past misbehavior. The call may be transferred to a human operator, and the human operator may be assisted in presenting the first sales pitch to the caller, for example, by displaying at least a portion of the first sales pitch to the human operator.